

The Changing Media Landscape

Key issues for dealing with social media and fake news



One-week professional development workshop
3 to 7 June 2019



ACCREDITED
BRITISH ACCREDITATION COUNCIL
ACCREDITED SHORT COURSE PROVIDER

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British Accreditation Council
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About the workshop

The media landscape is changing so rapidly that it's essential to understand the new dynamics of social media and how to develop an effective and modern communications strategy. This workshop will cover everything from how to counter fake news and produce video podcasts on your mobile phone, to understanding risk communications and performing on camera for traditional media.

The workshop is designed to develop your knowledge and capability and give participants the confidence to prevent an emergency becoming a crisis. At the end of the workshop you will know be briefed about the best way to deliver messages and deal with difficult questions and will learn about effective communication techniques and the importance of tailoring the message to different audiences, both at home and abroad on different platforms such as TV, radio, newspapers, online and on social media. This is especially important when dealing with transient populations at ports and airports, especially to protect key economic industries such as tourism. The workshop will include sessions on the use of language and human behaviour shortcuts, known as heuristics, and special issues such as social amplification of risk during crises.

Emergency planning is essential for business continuity and to prevent a local incident becoming an international crisis. Emergency planning has distinct phases such as Prevent, Plan, Prepare and Protect, as witnessed by international strategies for countering man-made or natural disasters. It is vital that your media and risk communication strategy covers all four phases so that it is fully integrated with your emergency planning processes. It is no longer realistic to think that media and communications are separate from the main business of an organisation and that they can easily be left to a press office.

Planning ahead and protecting citizens from natural and man-made hazards is becoming ever more demanding: pandemics, civil unrest, flooding, earthquakes, tsunamis, volcanic eruptions, nuclear emergencies and the disruption of essential services are just a few of the unpredictable events that have left governments looking vulnerable and unprepared.

In recent years we have also witnessed a huge rise in cyber-crime which can lead to economic crises, and the failure of financial systems, in which instant communication between individuals has changed the face of politics for ever. In addition, fake news has dominated discussions since the US election in 2017 and politicians have become increasingly nervous about the effect that this may have on their elections. These events show how rapidly crises can develop and how important it is for governments to manage their communications efficiently and effectively to maintain the public's trust in their ability to govern.

We include visits to top national and regional emergency planning organisations so that you can meet people who have dealt with major national and international disasters such as the London terrorist attacks, the Grenfell fire disaster, the Salisbury nerve agent attack and disasters such as flooding and health emergencies. During the workshop, we show you how to use free internet tools, such as aggregators to monitor social media, and spot developing trends which could damage your government's reputation. We also help you to select the right messengers and messages for different audiences and how to make broadcast quality video on your mobile phone which can be used on your website as vodcasts - video podcasts.

Who is the workshop for?

The workshop is designed for senior policy officials, managers responsible for operational, tactical and strategic planning as well as public service communications and media specialists who are responsible for government/public service communications during times of emergencies and crisis.

How participants will benefit

The workshop will:

- Broaden your knowledge of the nature of risk and crises, and how the public perceive them
- Raise awareness of the importance of risk communication planning in the development of policy and operational strategies and provide practical experience of designing strategies both to pre-empt crises and deal with them when they happen
- Create an understanding of how the media reacts to risk, the influence this has on the public, and the importance of building good relationships with the media
- Develop your skills to enable you to make the most appropriate decisions during the management of a crisis.

"The interaction, presentation, visual demonstrations and site visits were extremely effective in reinforcing the key learning points. Well done! Thank you for a great experience."

Petrona N. Davies

Permanent Secretary

Ministry of Health and Social Development, British Virgin Islands

"The workshop is well-organised, well-paced and gives participants space to absorb knowledge and learn."

Clare Tan, Singapore

What the workshop will cover

This workshop will concentrate on:

- Analysing new and traditional media outlets, including digital broadcasting, the internet and social media
- Understanding the needs of the media; working with the media to achieve an accurate, fast and consistent flow of information to the public and other key stakeholders
- Reviewing risks and hazards to develop an understanding of the fear factors which affect public perception and effective communication before and during a crisis
- Developing risk communication strategies, both as part of policy and operational planning, and to deal with situations as they arise
- Identifying and engaging stakeholders
- Gathering intelligence from research, websites and the media, to provide as full a picture as possible of a rapidly changing situation

Our workshop will include lectures, discussions, case studies, exercises, briefings by experienced government spokesmen/women, editors and journalists, and a visit to an emergency management venue

Please bring with you an example of an incident/crisis of direct concern to you which will form the basis of group discussions. You will have the opportunity to discuss practical issues affecting your own professional life and to compare experiences with those of counterparts from different countries.

Programme outline

	AM	PM
Day 1	Welcome and introductions <ul style="list-style-type: none"> • Setting the scene • Personal action plans • Introductory communications exercise • Presentation: the changing media landscape and the impact of social media 	Pre-empting crisis <ul style="list-style-type: none"> • What is risk? • How does the public perceive risk? • Risk analysis • How the media perceive risk Participants' presentations
Day 2	Planning strategies <ul style="list-style-type: none"> • Dealing with a crisis • Presentation and discussion: an examination of a recent international crisis • The role of Central Government • Keeping on top of social media • How to deal with fake news online 	Theory into practice <ul style="list-style-type: none"> • Presentation/exercises and self assessment • Theory into practice Exercise 1 <ul style="list-style-type: none"> • Theory into practice Exercise 2 <ul style="list-style-type: none"> • Facilitated analysis of participants' case study
Day 3	The media <ul style="list-style-type: none"> • Theory into practice Exercise 3: facilitated analysis of participants' case study • How the written media see crisis • The media and press conferences: practical experiences from the disaster scene 	Planning in action <ul style="list-style-type: none"> • <i>Visit to a regional Emergency Planning Department: discussion with senior press and communications experts</i>
Day 4	Putting theory into practice <ul style="list-style-type: none"> • Communication, crisis and co-operation: presentation and discussion including social resilience and answering the difficult questions • Fake news, alternative facts and post-truth politics 	Putting theory into practice continued <ul style="list-style-type: none"> • Working with 'new media': how to broadcast quality vodcasts on your mobile phone • The effects of fake sites, bots and trolls • Facilitated analysis of participants' case study <i>Visit Government News Co-ordination Centre</i>
Day 5	Exercise <ul style="list-style-type: none"> • Major table top exercise requiring participants to manage a government crisis: interactive exercise based on a recent international event, developing the main issues raised during the event • Report back and completion of action plans • Discussion 	Solving your problems <ul style="list-style-type: none"> • Outstanding issues raised by participants • Final plenary • Evaluation of the workshop • Presentation of certificates of attendance

We reserve the right to change the programme as necessary.

Language

The workshop is conducted in English. You will need to have a good working knowledge of the language.

Location and arrival arrangements

The workshop is based in central London. We can arrange travel to and from one of the London airports into central London if you let us have your flight arrival details in good time. The cost of airport transfers is included in the workshop fee.

Fees

The fee for the workshop will be £2,170. It includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the programme¹, presentation material and other documentation. It also includes a sim-enabled Android tablet for you to use during the workshop and take home with you. We also provide a light lunch and refreshments during each working day as part of the fee.

Other costs

Airfares and daily travel to and from the workshop venue are not included. Our workshops are non-residential and you are responsible for your accommodation costs. We can help you with booking hotel accommodation so please let us know if you would like us to advise you or make a reservation. We suggest that you should allow approximately £160 per day for a modest standard of hotel (for example, three-star), local travel in the UK, meals (apart from a light lunch on working days) and other incidental expenses.

Value Added Tax

We do not have to charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are “employed by the government in furtherance of its sovereign activities”. In all other cases, we will have to charge VAT (currently 20%) in addition to the fee.

Ways to pay

You, or your government agency, can pay by bank transfer or by cheque, made payable to Public Administration International. We also accept payment by credit or debit card but there is a surcharge for this way of paying. Please contact us if you would like to pay by credit or debit card.

Discounts

We offer a 10% reduction on the full tuition fee if we receive payment no later than 21 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

Cancellation

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation.

Substitutions and transfers

If you have booked a place on a workshop and are not able to attend, we will accept an appropriate substitute at any time without penalty, but our normal terms and conditions will apply. Also, it is possible to transfer to a future workshop, but only one transfer is permitted. Please get in touch with us and we will advise you about transfers.

Please see our website for our full terms and conditions. If you prefer a hard copy of our full terms and conditions, please let us know.

<http://www.public-admin.co.uk/terms-and-conditions-for-booking/>

Insurance

We advise you to arrange travel and health insurance cover before you leave your home country.

¹ Travel to and from one of the London airports and on scheduled visits in the programme are provided at cost.

Workshop Director

The Workshop Director will be Ian Cameron. Ian is an International Media and Communications Consultant, combining 35 years' broadcast experience as Reporter, Producer and News Editor in the BBC and ITV with the academic rigour needed for a Masters Degree in Civil Protection. He's a NATO Civil Expert in Risk Communication and Media; a Consultant and Associate Trainer at the UK Emergency Planning College and a member of the National Steering Committee for Warning and Informing the Public, which advises the UK Government.

Ian has a wealth of experience of dealing with emergencies and disasters. As well as covering and coordinating news coverage for the BBC, he was also a member of the BBC Business Continuity and Disaster Recovery Team. He is part of the Emergency Management Improvement Programme at the Sellafield Nuclear Decommissioning and Reprocessing Plant. He has also been involved with a number of EU projects, including the EDEN CBRNe Project, SPRES Oil Pollution Project and the AWARE programme about cross-border cooperation during a crisis.

Who we are

PAI (Public Administration International) specialises in management consultancy, training and development services for organisations in, and associated with, the public sector worldwide. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. Our key objectives are promoting good governance and good practice in delivering public services. This workshop is one of a number of specialist UK-based professional development workshops designed to meet the needs of public services worldwide.

We pride ourselves on our:

- High quality, practical advice and support for our clients
- Professionalism and integrity
- Ability to offer excellent value for money
- Sound experience and track record internationally
- Networks and partnerships across the world
- Flexible, collaborative approach
- Friendliness and focus on putting people first.

How to apply

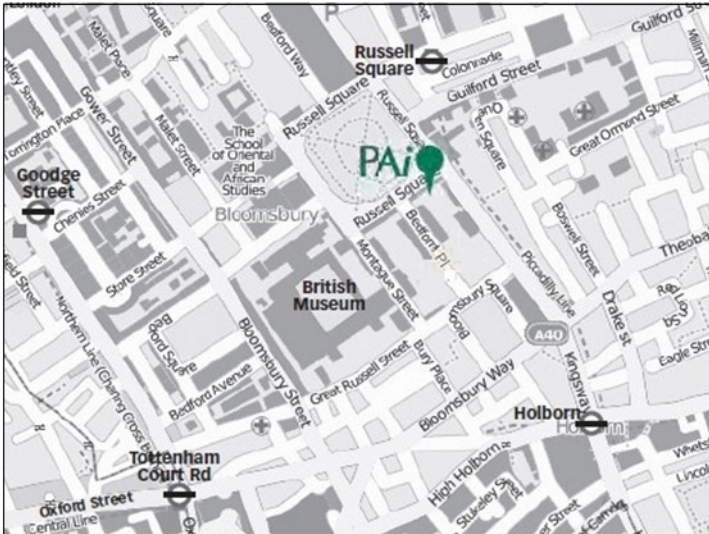
Please complete the PAI application form and post, fax or email it to Clare Walters, Programme Manager, at the address on the bottom of the page.

You can also apply online via our website www.public-admin.co.uk

If you would like to discuss this workshop, any of our other international workshops or our consultancy services, please contact Claire Cameron, Director.

We also have extensive experience of designing tailor-made training (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Where we are



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